Mr. Philip D. Knowles
Operations Manager
College Radio Corporation
14 W. 45th Street, New York

Dear Sir:

In reply to your letter of the 31st let me apologize for not informing you of the intentions of WSRN. Actually the Career Hour was not at all acceptable to us. It would have required us to spend five hours a week and coordinated with our college publicity director. In return for this programming we were offerred a sponsor for only one of the programs and were expected to carry the rest until a sponsor could be found. Obviously, this was not worth while to us. Since we made no commitment of any kind and signed no contract, I do not understand how we were "undependable".

Unfortuneately, we have had poor luck with the CRC. Recently we received a contract from RCA Victor records. We had the same contract last year and received quite a few good records in return for programming them. However, this year, we received only five records, and these were very poor ones. However we kept programming the Victors, and at the same time wrote CRC to find out what happened to the other monthly shipments. I only found out through the CRC IBS newsletter that the contract had been discontinued.

We are interested in advertising. You must understand though, that WSRN is understaffed and lacks trained personnel. We are given sufficient money from the Student Government and have local advertising that covers all football and basketball games. Therefore we are loath to spend the time filling out great circulars and polls for cigarette companies etc. unless we think that there is a possibility of a substantial gain.

We are on the whole pleased with the efforts of the CRC in getting advertising and certainly hope that if we increase our personnel, we can engage in a more active membership in the organization and try and secure more advertising for the station.

Sincerely,

Paul A. Baumgarten Manager WSRN